



Quadra

Client Proposal for Stave, Inc.

20 March 2025



About Us

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add space

My name is Eric and I've been taking graphic design classes since late 2023 some strengths that I have are using a ton of Adobe softwares such as Adobe Photoshop and Adobe InDesign, alongside with drawing digitally on my tablet since I find this tool to be easier for me to draw characters, shapes

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Renee.

Hello, my name is Renee and I am proficient in Adobe Illustrator, InDesign and Photoshop. As I learned various graphic design apps, I have transitioned now to creating original anime and cartoon inspired characters. I am excited to explore and learn more creative ideas and animations.

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my Hello, I'm Matthew a graphic designer with a passion for creating meaningful designs that make a lasting impact. With 5 years of experience, my specialties include branding, illustration, and UX design, and I'm always looking for ways to push the boundaries of what's possible in design.

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Insert Benjamin infqhere

~~I've been taking graphic design classes since late 2023 some strengths that I have are using a ton of Adobe softwares such as Adobe Photoshop and Adobe InDesign, alongside with drawing digitally on my tablet since I find this tool to be easier for me to draw characters, shapes~~



Overview

Stave ~~Corp~~^{Inc.} is a small software company providing powerful SaaS solutions for operational management for inventory like vehicles and aircraft. They are looking to grow exponentially utilizing marketing investments to reach a broader audience for sales.

After reviewing your RFP, we've gathered a list of items that need to be developed.

- » Analysis of brand guidelines
- » Creation of MS PowerPoint template with brand assets that stand out to viewers
- » Company letterhead for 8.5 X 11 inch page
- » Creation of e-mail signatures for various individuals (600 px X 200 px)
- » Opt. discussion for brand re-enforcement



Package



- » Asset optimization; to ensure faster loading times on your site and smaller file sizes across the board, optimization is crucial
- » Take new photos for use in website and social media, tailor images to express product while better reaching potential customers; if stock images turn out better, than can be used



Brand Strategy

» Product Delivery Document

~~File~~ **Files**

All original ~~file~~ will be delivered at the end of the project

AI (Adobe Illustrator Document)

PDF (Print)

JPG (Preview)

PNG (Transparent Background)



Project Cost

- » Brand Strategy
- » Asset Creation
- » Graphic Design

Cost = \$1,500 - ~~\$2000~~

| Payment # | Amount | Date |
|-------------------------|----------|---------------|
| 1 st Payment | \$750.00 | 01 April 2025 |
| 2 nd Payment | \$375.00 | 15 April 2025 |
| 3 rd Payment | \$375.00 | 01 May 2025 |



Terms of Service

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The terms of the Proposal shall be effective for QUADRA DESIGN calendar days after presentation to Client. In the event this Agreement is not executed by Client within the time identified, the Proposal, together with any related terms and conditions and deliverables, may be subject to amendment, change or substitution.

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Fees and Charges

In consideration of the Services to be performed by Designer, Client shall pay to Designer fees in the amounts and according to the payment schedule set forth in the Proposal, and all applicable sales, use or value added taxes, even if calculated or assessed subsequent to the payment schedule. Client shall pay Designer's expense incurred in connection with this Agreement as follows: (a) incidental and out-of-pocket expenses including but not limited to costs for telephone calls, postage, shipping, overnight courier, service bureaus, typesetting, blueprints, models, presentation materials, photocopies, computer expenses, parking fees and tolls, and taxis at cost. The Project pricing includes Designer's fee only. Any and all outside costs including, but not limited to, equipment rental, photographer's costs and fees, photography and/or artwork licenses, prototype production costs, talent fees, music licenses and online access or hosting fees, will be billed to Client unless specifically otherwise provided for in the Proposal. Client shall pay all invoices within 7 calendar days of the invoice date. A monthly service charge of 1.5 percent (or the greatest amount allowed by state law) may be charged on all overdue balances. Payments will be credited first to late payment charges and next to the unpaid balance. Client shall be responsible for all collection or legal fees necessitated by lateness or default in payment. Designer reserves the right to withhold Deliverables if accounts are not current or overdue invoices are not paid in full. All grants of any license to use or transfer of ownership of any intellectual property rights under this Agreement are conditioned upon receipt of payment in full, including any outstanding Additional Costs, Taxes, Expenses, Fees, Charges, or the cost of Changes.

Changes

Unless otherwise provided in the Proposal, and except as otherwise provided for herein, Client shall pay additional charges for changes requested by Client which are outside the scope of the Services on a time and materials basis, at Designer's standard hourly rate of per hour. Such charges shall be in addition to all other amounts payable under the Proposal, despite any maxi-

mum budget, contract price or final price identified therein. Designer may extend or modify any delivery schedule or deadlines in the Proposal and Deliverables as may be required by such Changes. Designer will prioritize performance of the Services as may be necessary or as identified in the Proposal, and will undertake commercially reasonable efforts to perform the Services within the time(s) identified in the Proposal. Client agrees to review Deliverables within the time identified for such reviews and to promptly either (i) approve the Deliverables in writing or (ii) provide written comments sufficient to identify Client's concerns, objections or corrections. Designer shall be entitled to request written clarification thereof. Client acknowledges and agrees that Designer's ability to meet schedules is entirely dependent upon Client's prompt performance of its obligations to provide materials and written approvals and/or instructions pursuant to the 38 Basic Terms and Conditions Proposal and that any delays in Client's performance or Changes in the Services or Deliverables requested by Client may delay delivery of the Deliverables. Any such delay caused by Client shall not constitute a breach of this Agreement by Designer.

Client Responsibilities

Client acknowledges that it shall be responsible for performing the following in a reasonable and timely manner:

- (a) coordination of any decision-making with parties other than the Designer;
- (b) provision of Client Content in a form suitable for reproduction or incorporation into the Deliverables without further preparation, unless otherwise expressly provided in the Proposal;
- (c) final proofreading and in the event that Client has approved Deliverables but errors, such as, by way of example, not limitation, typographic errors or misspellings, remain in the finished product, Client shall incur the cost of correcting such errors; and
- (d) ensuring that all information and claims comprising Client Content are accurate, legal and conform to applicable standards in Client's industry.